

## CLAIMS

What is claimed is:

1. A method for processing response information from a pre-printed label in relation to bar code information on the label, comprising the steps of:
  - a) scanning bar code information and response information from a pre-printed label with a bar code reading means operatively connected with a processing means,  
wherein the label comprises an encoded bar code sequence having encoded bar code information, and an information indicia area, for optionally placing response information thereon, arranged in proximity to the bar code sequence on the label to be concurrently readable by the bar code reading means with the bar code sequence, and
  - b) processing the scanned information of step (a) with the processing means.
2. The method according to claim 1, wherein the processing means further comprises a decoding means and a data correlation means, wherein scanned data is decoded by the decoding means and decoded data is correlated with bar code information by the correlation means to generate correlated data responses.
3. The method according to claim 2, wherein the indicia area is visibly marked thereby indicating the presence of response information on the label.
4. The method according to claim 3, wherein a response ratio of visibly marked indicia areas versus unmarked indicia areas is determined in relation to a plurality of correlated data responses.

1 5. The method according to claim 3, further comprising the step of storing the  
2 processed information of step(b) by a storing means.

1 6. The method according to claim 4, wherein the indicia area is visibly marked by  
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1           7.     A method for processing response information from a pre-printed label in relation  
2           to bar code information on the label at the time of a consumer's purchase at a  
3           transaction center, comprising the steps of:

- 4           a) scanning bar code information and response information from a pre-printed  
5                 label with a bar code reading means operatively connected with a  
6                 processing means,  
7                 wherein the label comprises  
8                 an encoded bar code sequence having encoded bar code information, and  
9                 an information indicia area, for optionally placing response information  
10                thereon,  
11                arranged in proximity to the bar code sequence on the label to be  
12                concurrently readable by the bar code reading means with the bar code  
13                sequence,  
14           b) processing the scanned information of step (a) with the processing means,  
15                 wherein the processing means further comprises a decoding means, a data  
16                 correlation means and a computing means, wherein scanned data is  
17                 decoded by the decoding means and decoded data is correlated with bar  
18                 code information by the correlation means and by the computing means to  
19                 generate correlated data responses, and to provide transaction information  
20                 in response to the processed bar code information to the transaction center,  
21                 and  
22           c) storing the processed information of step(b) by a storing means.

1           8.     The method according to claim 7, wherein the indicia area is visibly marked  
2           thereby indicating the presence of response information on the label.

- 1 9. A method for scanning a consumer response from a pre-printed label on a product  
2 at the time of purchase, comprising the steps of:  
3 a) providing a label for a predetermined product,  
4 wherein the label comprises a bar code sequence having encoded bar code  
5 information, and an information indicia area, for a consumer to optionally  
6 mark a response therein, arranged in proximity to the bar code sequence on  
7 the label to be concurrently readable by a scanning means with the bar  
8 code sequence,  
9 b) providing an inquiry statement to a consumer directing the consumer to  
10 respond to the inquiry directly on the label, and  
11 c) scanning the label at the time of purchase by the scanning means to  
12 concurrently obtain the consumer response indicated from the indicia area  
13 and the bar code information indicated from the bar code sequence.
- 1 10. The method according to claim 9, wherein the pre-printed label further comprises  
2 the inquiry statement.
- 1 11. The method according to claim 9 further comprising the step of:  
2 d) processing the scanned information of step (c) by a processing means to  
3 determine the consumer response.
- 1 12. The method according to claim 11 further comprising the step of:  
2 e) storing the consumer response of step (d) by a storing means.

- 1 13. A method for capturing consumer response from a pre-printed label on a  
2 consumer-selected product at the time of purchase, comprising the steps of:  
3 a) providing a label on the consumer-selected product,  
4 wherein the label comprises a bar code sequence having encoded bar code  
5 information, and an information indicia area, for a consumer to optionally  
6 mark a response therein, arranged in proximity to the bar code sequence on  
7 the label to be concurrently readable by a scanning means with the bar  
8 code sequence, and  
9 b) capturing the consumer response by  
10 i) scanning the label at the time of purchase by the scanning means  
11 ii) decoding the scanned information of step (ci),  
12 iii) processing the decoded information of step (cii), and  
13 iv) storing the processed consumer response by a storage means.
- 14 14. The method according to claim 13, wherein the label further comprises an inquiry  
15 statement.
- 1 15. The method according to claim 14, wherein the inquiry statement directs the  
2 consumer to respond to the inquiry by visibly marking the information indicia area  
3 directly.

1 16. An information label, capable of being scanned by a scanning means, comprising  
2 an encoded bar code sequence area for providing encoded bar code information  
3 and at least one information indicia area, for optionally placing response  
4 information thereon, arranged in proximity to the bar code sequence on the label.

1 17. The label according to claim 16 wherein the information indicia area is arranged  
2 in proximity to the bar code sequence on the label to be concurrently readable by  
3 the scanning means with the bar code sequence.

1 18. The label according to claim 16 further comprising an inquiry statement area.

1 19. The label according to claim 16 further comprising a pre-printed encoded bar code  
2 sequence.

1 20. The label according to claim 16 further comprising a printed information indicia  
2 area.

1 21. The label according to claim 18 wherein the inquiry statement area directs the  
2 consumer to respond to the inquiry by visibly marking the information indicia area  
3 directly.

1 22. The label according to claim 18 further comprising a printed inquiry in an inquiry  
2 statement area.

1 23. The label according to claim 18 affixed to an item.

1 24. Packaging for a product having information label, capable of being scanned by a  
2 scanning means, comprising an encoded bar code sequence area for providing  
3 encoded bar code information and at least one information indicia area, for  
4 optionally placing response information thereon, arranged in proximity to the bar  
5 code sequence on the label, wherein the information indicia area is arranged in  
6 proximity to the bar code sequence on the label to be concurrently readable by the  
7 scanning means with the bar code sequence.

1 25. The packaging according to claim 24, wherein the label further comprises a pre-  
printed inquiry statement area which directs the consumer to respond to the  
inquiry by visibly marking the information indicia area directly.

- 1           26.    An inventory tracking method for determining future orders for a predetermined  
2                    item having a pre-printed information label, based on one or more consumer  
3                    responses received at the time of purchase on one or more labels of said  
4                    predetermined item, comprising the steps of:  
5                    a) providing a label on the product,  
6                         wherein the label comprises a bar code sequence having encoded bar code  
7                         information, an information indicia area, for a consumer to optionally  
8                         mark a response therein, arranged in proximity to the bar code sequence  
9                         such that the label is readable by a scanning means, and an inquiry  
10                        statement soliciting the consumer to affirmatively respond to future  
11                        purchases of the product,  
12                    b) scanning the label at the time of purchase by the scanning means to obtain the  
13                        consumer response indicated in the indicia area,  
14                    c) decoding the consumer response to be either marked or unmarked,  
15                    d) processing the consumer response in relation to planned orders for the product,  
16                    e) storing order information in relation to processed consumer responses, and  
17                    f) generating an order for the predetermined item based upon stored consumer  
18                        responses over a predetermined period of time.



1           27.   A machine-readable medium, having encoded thereon program code, wherein,  
2           when the program code is executed by a machine upon a predetermined event, the  
3           machine implements the steps of:  
4           a) scanning bar code information and response information from a pre-printed  
5                 label with a scanning means operatively connected with a processing  
6                 means and a computing means,  
7                 wherein the label comprises an encoded bar code sequence having  
8                 encoded bar code information, and at least one information indicia area,  
9                 for optionally placing response information thereon, wherein each indicia  
10                area is arranged in proximity to the bar code sequence and each other  
11                indicia area on the label to be concurrently readable by the scanning means  
12                with the bar code sequence, such that the scanning means reads a bar code  
13                sequence of a predetermined format and also reads a consumer response  
14                from an information indicia area positioned at a predetermined location in  
15                relation to the bar code sequence,  
16           b) processing the scanned information of step (a) with the processing means, and  
17           c) storing the consumer response information processed in step (b), by the  
18                 computing means.

1           28.   The medium according to claim 27, wherein the scanning means is configurable to  
2           scan a bar code sequence and at least one information indicia areas in one or more  
3           differing arrangements.

- 1           29.    A label reading system for concurrently reading information from a pre-printed  
2           label, comprising:  
3           a) a scanning means for scanning bar code information and response information  
4                 from a pre-printed label with the scanning means operatively connected  
5                 with a processing means and a computing means, wherein the label  
6                 comprises an encoded bar code sequence having encoded bar code  
7                 information, and an information indicia area, for optionally placing  
8                 response information thereon, arranged in proximity to the bar code  
9                 sequence on the label to be concurrently readable by the bar code reading  
10                means with the bar code sequence, and  
11           b) a program code for configuring the scanning means to concurrently read a bar  
12                code sequence of a predetermined format and a consumer response from  
13                an information indicia area positioned at a predetermined location in  
14                relation to the bar code sequence.
- 15           30.    The system according to claim 29, further comprising the steps of:  
16           c) a decoding means for decoding the scanned information of step (a), and  
17           d) a response means for providing purchase information in response to a decoded  
18                bar code sequence to a display.

- 1           31.    A method for processing a plurality of consumer responses about a labeled item  
2                   from a pre-printed label, comprising the steps of:  
3                   a) scanning bar code information and a plurality of consumer responses from a  
4                         pre-printed label with a scanning means operatively connected with a  
5                         computing means,  
6                         wherein the label comprises  
7                         an encoded bar code sequence having encoded bar code information, and  
8                         two or more information indicia areas, for optionally placing response  
9                         information thereon,  
10                        wherein each indicia area is arranged in proximity to the bar code  
11                        sequence and each other indicia area on the label to be concurrently  
12                        readable by the scanning means with the bar code sequence, and  
13                   b) processing the scanned information of step (a) with the computing means.  
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- 1           32.    A method of doing business in a retail store environment wherein a consumer's  
2                    response is digitally captured by a scanning means reading the consumer's  
3                    response on a predetermined product's bar code label, which has been marked by  
4                    a consumer in an indicia area on the label, at the time of purchase at a transaction  
5                    center, and the consumer's response is correlated with related information  
6                    regarding the predetermined product over a predetermined period of time,  
7                    comprising the steps of:
- 8                    a) printing a label for a predetermined product in a retail environment, wherein the  
9                                label comprises an encoded bar code sequence having encoded bar code  
10                               information, and an information indicia area, for a consumer to place the  
11                               consumer response thereon by marking, arranged in proximity to the bar  
12                               code sequence on the label to be concurrently readable by the bar code  
13                               reading means with the bar code sequence,
- 14                    b) positioning the label at a predetermined location on the product,
- 15                    c) scanning the label of the predetermined product at the transaction center,  
16                               thereby scanning bar code information and consumer response information  
17                               from the label using a bar code reading means operatively connected with  
18                               a processing means, a decoding means and a computing means,
- 19                    d) decoding the bar code information and the consumer response information with  
20                               the decoding means,
- 21                    e) processing the decoded bar code information and the decoded consumer  
22                               response information with the processing means,
- 23                    f) providing product transaction information in relation to the processed decoded  
24                               bar code information to the transaction center with the computing means  
25                               whereby product information about the predetermined product is  
26                               presented to the consumer, and
- 27                    g) correlating consumer response information in relation to the decoded consumer  
28                               response information with the related information regarding the  
                              predetermined product over a predetermined period of time.

- 1 33. The method according to claim 32, further comprising the step of:
- 2 h) generating a report for the predetermined product based upon the correlated
- 3 information of step (g).